

ABSTRACT

A method by which a coupon having a variable benefit is provided includes generating a coupon having a variable benefit, wherein a duplicate of the coupon is transmitted from one recipient to another recipient, receiving an indication that a first
5 recipient has performed a qualifying action, such as receiving, registering for and/or redeeming the coupon offer from a second recipient of the coupon, and changing a benefit of the coupon retained by the second recipient after the indication is received. A system includes a controller operable to compute a benefit of the coupon according to benefit variation conditions.